

INFORMATION LETTER

Not for
Publication

NATIONAL CANNERS ASSOCIATION

For Members
Only

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USDA Surveys Pea Processors on Schedule of Crop Reports

The Crop Reporting Board of USDA has asked all processors of green peas to comment on the desirability of changing the schedule for issuance of the spring report on acreage intentions, with a view to issuing the report earlier than in the past.

The USDA has been requested by a group of processors to issue the report on intended acreage of green peas for processing earlier than March 10, the date on which such reports have been issued in the past. While this date precedes the planting season in most states, some firms have indicated that intended acreage information is being received too late to be used in reaching a final decision on acreage to be contracted.

Before altering the present schedule of statistical reports, USDA wishes to obtain industry reaction and to determine the earliest date it would be possible to obtain information on intended acreage. USDA also seeks advice on the usefulness of July and October production estimates.

USDA has therefore sent a questionnaire to all canners and freezers of green peas, requesting advice on the scheduling of reports, with the request that the questionnaires be referred to executives participating in the making of decisions on the amount of acreage to be contracted.

N.C.A. Research Report on Pimiento Processing

A report on the bacteriological aspects of pimiento canning as related to heat processing requirements has been issued by the N.C.A. Washington Research Laboratory. The report recommends acidification to pH 4.7 or below to provide effective spoilage control with commercially practicable boiling water processes.

Copies of "Processing Studies on Pimientos, 1957" (Research Report No. 3-57) were mailed to N.C.A. members known to pack pimientos. Additional copies are available upon request.

N.C.A. Answers Buyer Inquiries on Canner Attendance at 1958 Convention in Atlantic City

The N.C.A. notified canned foods buyers this week of the names of canning firms whose reservations for the 1958 Convention in Atlantic City are in the Traymore and Shelburne hotels. These two hotels are the first canner hotels to be fully booked, with all room numbers assigned.

Bookings are being made daily in 22 Atlantic City hotels, but room assignments are not made until the hotel is completely booked. Other hotel lists will be issued by the N.C.A. as room assignments are completed.

The names and addresses of mem-

ber firms scheduled for occupancy in the Traymore and Shelburne were furnished to buyers in response to inquiries directed to canners for this type of information. Also, at the convention of the National Association of Food Chains in Washington last week, members of the N.C.A. staff received inquiries from buyers on this matter.

The Traymore and Shelburne lists were furnished to buyers without room numbers, since the N.C.A. gives its members the prerogative to select the room number they wish to have listed as their headquarters room. Buyers were told that they may obtain such room numbers now by writing directly to the canner. This information will be published, as usual, in the official room directory distributed at the opening of the Convention.

As a preliminary directory and to assist buyers and brokers in arranging their schedules of contacts with canners, the canning firms scheduled for occupancy in the Traymore and Shelburne are listed on pages 330-331.

Canner Reservations Mailed; Directory Data Requested

N.C.A. mailed to members this week room assignments made to date for the 1958 Convention in Atlantic City. With the mailing, N.C.A. asked canners to indicate how they wish to be listed in the official Convention room directory.

Citizens Committee To Study U. S. Stockpiling of Foods

The advisability of adding foods and other finished goods to the government's stockpile is to be considered by a citizens advisory committee appointed by the Director of Defense Mobilization, Gordon Gray.

The committee will review the government's current stockpiling policies and programs and advise the ODM Director of its conclusions and recommendations.

In announcing appointments to the committee, Mr. Gray said he established the Committee because he felt "there is a need for a critical, independent study to help him determine whether present stockpiling policies and programs are adequate."

When he announced the stockpile study at a press conference a week ago, Mr. Gray said the committee will look first at the strategic and critical materials stockpile and that he hopes

it will also consider the "supplementary" stockpile.

Some of the broad areas of inquiry, he indicated, would be the role of stockpiling in the age of nuclear weapons, including the possible inclusion of survival materials such as medical supplies; the problem of disposal of materials which may no longer be required in the strategic stockpile; and the question of stockpiling such items as foodstuffs and other end-products.

The initiation of the study is regarded as reflecting a belief that an all-out nuclear war may be essentially decided in the initial exchanges of blows and that a stockpile of raw materials, which would have to be moved to manufacturing centers, would be of questionable value.

The Defense Department's estimate of the duration of a future war has

reportedly been reduced from five to three years, assuming a war with conventional weapons.

The citizens advisory committee is headed by Holman D. Pettibone, chairman of the board, Chicago Title and Trust Company. Other members are:

Dr. Earl L. Butz, former Assistant Secretary of Agriculture and presently Dean of the School of Agriculture, Purdue University; Donald F. Carpenter, general manager, Film Dept., E. I. duPont de Nemours Co., and former Chairman of the Munitions Board; Dr. Edwin L. Crosby, Director of the American Hospital Association, Chicago;

Henry H. Fowler, member of the Washington, D. C., law firm of Fowler, Leva, Hawes and Symington, and former Director of the ODM; Dr. John D. Morgan, Jr., minerals consultant in Washington, D. C., and former member of the staff of the NSRB and the ODM; Admiral Arthur W. Radford, former Chairman of the Joint Chiefs of Staff;

General Walter Bedell Smith, former Under Secretary of State and presently vice chairman of the board, American Machine and Foundry Co.; James E. Webb, former Director of the Budget Bureau and former Under Secretary of State and presently president, Republic Supply Co., Oklahoma City;

Dr. Walter G. Whitman, head of the Department of Chemical Engineering, Massachusetts Institute of Technology and former Chairman of the Research and Development Board, Defense Dept.; and Dr. Clyde Williams, president of the Battelle Memorial Institute, Columbus, Ohio, and former Chairman of the World War II Metallurgy Committee of the National Academy of Sciences.

The committee held its first meeting October 31.

Florida Canners Association

Claude C. Mershon, Fosgate Citrus Concentrate Cooperative, Orlando, was elected president of the Florida Canners Association at the group's annual convention recently. Other officers elected were:

Frank J. Poltras, Plymouth Citrus Products Cooperative, Plymouth, first vice president; Jerry Brown, Florida Food Products, Inc., Eustis, second vice president; Herb Apple, Jr., Birds Eye Div., General Foods Corp., Winter Haven, treasurer; and C. C. Rathbun, Winter Haven, reelected secretary.

List of Cannery Booked in Traymore and Shelburne

Following are the names of cannery scheduled for occupancy in the Traymore and Shelburne hotels at the 1958 Convention in Atlantic City:

TRAYMORE

Alamo Products Co.
Alexander & Baldwin
Alton Canning Co., Inc.
American Home Foods
American Stores Co.
Armour & Co.
R. K. Barter Canneries, Inc.
Beaver Valley Canning Co.
E. H. Bendiksen Co.
Benedict Packing Corp.
Bercut-Richards Packing Co.
Black & Gay Cannery, Inc.
Blackinton & Son Canning Co.
Blue Lake Packers, Inc.
F. E. Booth Co. Inc.
Bordo Products Co.
Bozeman Canning Co. Inc.
Brandywine Mushroom Corp.
Brooks Foods, Inc.
Burbank Canning Co.
Burnette Farms Packing Co.
Burnham & Morrill Co.
Bush Bros. & Co.
California Packing Corp.
H. P. Cannon & Son, Inc.
Campbell Soup Company
Cherokee Products Co.
Christensen Products Corp.
Coddington Packing Co. Inc.
Concord Foods, Inc.
The Crosse & Blackwell Co.
The Cudahy Packing Co.
Curtice Brothers Co.
Cutcher Canning Co. Inc.
Draper Food Products, Inc.
Draper-King Cole, Inc.
John H. Dulany & Son, Inc.
Moody Dunbar Co.
Eastern Shore Canning Co.
Empire State Pickling Co.
Escalon Packers, Inc.
Eugene Fruit Growers Assn.
Farm Fresh Packing Corp.
Filice & Perrelli Canning Co. Inc.
Flotill Products, Inc.
Friday Canning Corp.
Friend Brothers, Inc.
Gerber Products Company
The Gebhardt Chili Powder Co.
Glaser, Crandall Co.
Gorton's of Gloucester, Inc.
The Great China Food Products Co.
Green Island Packing Co.
The Greencastle Packing Co.
Green Giant Company
The Haserot Company
Hathaway Bros.
Haxton Foods, Inc.
Hawaiian Pineapple Co., Ltd.
H. J. Heinz Company
Hemet Packing Co.
G. W. Hume Co.
Hurlburt Bros. Co. Inc.
Idaho Canning Co.
The Illinois Canning Co.
Jacob Associates, Inc.
K-B Products Corp.
C. S. Kale Canning Co.
Kaysville Canning Corp.

H. E. Kelley & Co. Inc.
Lake Odessa Canning Co.
Lake County Cannery, Inc.
The Larsen Co.
Francis H. Leggett & Co.
Leininger & Co. Inc.
Lodi Canning Co.
Libby, McNeill & Libby
McPhillips Packing Corp.
Manchester Foods, Inc.
Mawer-Gulden-Annis, Inc.
Michigan Fruit Cannery, Inc.
Michigan Mushroom Co.
Minot Food Packers, Inc.
F. O. Mitchell & Bro. Inc.
The F. O. Mitchell Co.
Morgan Packing Co., Inc.
Monarch Foods
Moore & Co. Soups, Inc.
L. H. Moore Canning Co.
Naas Foods, Inc.
New England Cannery, Inc.
New Era Canning Co.
North Pacific Cannery & Packers, Inc.
Northwest Packing Co.
Oceana Canning Co.
Oconomowoc Canning Co.
Olney & Carpenter, Inc.
Olympia Canning Co.
Otoe Food Products Co.
Owatonna Canning Co.
Perfection Canning Co. Inc.
Pleasant Grove Canning Co.
Port Clyde Packing Co. Inc.
Portland Canning Co., Inc.
The Quaker Maid Co. Inc.
Reinbeck Canning Co.
Rossville Packing Co.
S & W Fine Foods, Inc.
Santa Clara Packing Co.
Seneca Kraut & Pickling Co.
Silver Creek Preserving Corp.
Silver Shore Cooperative, Inc.
J. R. Simplot Co.
Smith Frozen Foods
Snow Flake Canning Co.
The Somerset Canning Corp.
South Ogden Products Corp.
Southern Shell Fish Co. Inc.
Stanislaus Food Products Co.
Star Canning Co.
Steele Canning Co.
Sterling Cooperative, Inc.
Stevens Canning Co.
Stokely-Van Camp, Inc.
Superior Canning Co. Inc.
J. B. Swayne & Son, Inc.
Swift & Company
Sunkist Growers
Sunset Frozen Foods, Inc.
Sunshine Packing Corp.
Taylor & Caldwell, Inc.
John W. Taylor Packing Co. Inc.
J. G. Townsend, Jr. & Co.
Wm. Underwood Co.
Varney Canning, Inc.
Victor Preserving Co.
Virginia Seafoods, Inc.
Walla Walla Canning Co.
Walnut Creek Canning Co.
D. E. Winebrenner Co. Inc.
The Winorr Canning Co.
Wolf Brand Products
Chas. T. Wrightson & Son, Inc.
Jasper Wyman & Son

SHELBOURNE

American Home Foods
Morris April Bros.
Apple Growers Assn.
Baker Canning Co.
Bison Canning Co. Inc.
Black & Gay Cannery, Inc.
Calumet-Dutch Packing Co.
Cherry Growers, Inc.
Chilton Canning Co.
W. N. Clark Co.
Carlton Clifton & Sons
Coastal Foods Co.
Columbia River Packers Assn. Inc.
Consolidated Foods Processors, Inc.
Country Gardens, Inc.
DeepSouth Packing Co., Inc.
Delaware Mushroom Cooperative Assn.
The Demeritt Co.
Eau Claire Packing Co.
F & M Packing Co.
Fall River Canning Co.
Foster Canning, Inc.
Franco-Italian Packing Co.
S. E. W. Friel
Friend Brothers, Inc.
Fruit Belt Preserving Co.
Fruitland Canning Assn. Inc.
Gervas Canning Co. Inc.
Graham Sea Food Co.
Griffin Manufacturing Co.
Griffin-Toohy Foods, Inc.
H. J. Heinz Company
Hershel California Fruit Products Co.
Hirzel Canning Co.
Hungerford Packing Co., Inc.
Illinois Meat Co.
Independent Salmon Canneries, Inc.
Jamestown Canning Co.
The Krier Preserving Co.
Knouse Foods Cooperative, Inc.
Kern Foods, Inc.
Lakeside Packing Co.
Lake Shore Canning Co.

Lawtons Canning Co. Inc.
Francis H. Leggett & Co.
Vincent Losito & Sons
Lyndonville Canning Co. Inc.
Libby, McNeill & Libby
Mammoth Spring Canning Co.
Mantinez Food Cannery, Ltd.
Mushroom Cooperative Canning Co.
John C. Morgan Co.
Medomak Canning Co.
Milford Canning Co.
National Fruit Product Co., Inc.
New Vienna Packing Co.
George Noroian Co.
Olivia Canning Co.
Pardeeville Canning Co.
Planada Packers
Plymouth Canning Co. Inc.
Point Adams Packing Co.
Pomona Products Co.
Producer Cannery's Coop. Inc.
Reuthers Seafood Co. Inc.
P. J. Ritter Co.
Rogers Canning Co.
Rogue River Packing Corp.
S & W Fine Foods, Inc.
Schuckl & Co. Inc.
Seneca Grape Juice Corp.
The B. F. Shriver Co.
Silver Creek Preserving Corp.
Stokely-Van Camp, Inc.
Sugar Rose Canning Co.
Chas. G. Summers, Jr. Inc.
Treesweet Products, Co.
Tri-Valley Packing Assn.
Turlock Cooperative Growers
Thornton Canning Co.
Uddo & Taormina Co.
United States Products Corp. Ltd.
Victor Food Corp.
Walla Walla Canning Co.
Washington Cannery
G. L. Webster Co. Inc.
Westfield Maid Cooperative, Inc.
Whitewater Canning Co.
Wood Canning Co.

New USDA Poultry Inspection Set to Begin May 1, 1958

USDA announced this week that it will begin furnishing inspection service without cost to approved plants under the Poultry Products Inspection Act about May 1, 1958.

The Act authorizes the Secretary of Agriculture to approve plants and furnish inspection service after January 1, 1958.

In establishing May 1 as the approximate date for starting poultry inspection under the new law, "USDA has taken into consideration the need to develop and put into effect adequate regulations, allowance of sufficient time for the industry to acquaint itself fully with requirements of the legislation and regulations, recruitment and training of qualified personnel, and availability of funds."

Plants desiring to operate under the Act may apply after January 1, 1958, and must be approved before inspection service is made available. The cost of the USDA inspection will be borne by the government. Once the plant becomes subject to the Act, it must continue to operate under it in accordance with regulations issued by USDA.

Voluntary poultry inspection service will continue to be available to the industry on a fee basis. Currently, USDA said, more than 330 plants are taking advantage of this service and an additional 200 have requested plant approval.

USDA pointed out that plants approved and operating under the voluntary inspection service should experience little difficulty in being approved and obtaining inspection service without cost under the new, mandatory program.

Doyle Elected by Sanitarians

E. S. Doyle of the N.C.A. Berkeley Laboratory has been elected president elect of the Institute of Sanitation Management, a new organization formed this year by merger of the Industrial Sanitation Management Association and the Association of Food Industry Sanitarians.

The N.C.A. was instrumental in the organization of the A.F.I.S. and Mr. Doyle served as its secretary during its first 10 years.

The first meeting and conference of the new I.S.M. was held in Chicago October 14-16 in conjunction with the Sanitation Maintenance Show. Mr. Doyle was chairman of the food processing division meeting.

World Agricultural Policies

A 141-page study by the Foreign Agricultural Service of USDA discusses *Agricultural Policies of Foreign Governments, including Trade Policies Affecting Agriculture*.

The study points out that government intervention in agriculture, in varying degrees, is standard practice throughout the world, and both tariffs and quantitative trade restrictions are major instruments of agricultural protection. The study therefore discusses policy goals, major characteristics of government intervention, and other features of trade policies affecting agriculture in a number of countries that are important U. S. export markets.

Copies of the publication, *Agriculture Handbook No. 132*, are available from the Division of Foreign Market Information, Foreign Agricultural Service, Washington 25, D. C.

Average Prices for Peaches

Following are preliminary season average prices per ton received by growers for peaches for processing (except dried) during 1957, as reported by the Agricultural Marketing Service of USDA:

State	1956	1957
	(dollars per ton)	
Pennsylvania.....	61.90	75.00
Virginia.....	59.00	51.10
South Carolina.....	62.50	58.30
Georgia.....	73.60	54.20
Michigan.....	54.00	58.20
Oregon.....	70.00	(a)
Washington.....	70.00	70.00
California:		
Clingstone.....	71.00	64.00
Freestone.....	60.40	45.90
All.....	68.90	60.40
Average, freestone, 9 states...	61.90	49.40

(a) Negligible quantity.

Showings of Farm Youth Film

The N.C.A. film "The Story of John Porter" has been shown 37 times to a total audience of 2,325 persons since prints first became available two months ago.

The film is a color motion picture designed to interest youth in a career in horticulture and was produced as part of the Farm Youth phase of the Consumer and Trade Relations Program. The following tabulation reports showings since the last report, in the INFORMATION LETTER of September 7:

Middlesex (Mass.) County 4-H Field Day Camp.....	75
Horticultural staff and deans of Experiment Extension Service and other administrative personnel, Amherst, Mass.....	25
Members of the New England section, American Society of Horticultural Sciences; staff of the Dept. of Horticulture, University of Massachusetts, Amherst; 4-H and Extension personnel.....	75
4-H State Camp, boys and girls, Orono, Me.....	125
4-H Club members and local leaders, University of Massachusetts.....	75
Staff members dealing with youth relations, Eastern State Farmers' Exchange, West Springfield, Mass.....	6
Grange members, 4-H Vegetable teams, and 4-H Gardening and Project Winners, Follansbee, W. Va.....	185
South Dakota State College Extension Service, College Station, S. D.....	3
PTA meeting and children, Orono, Me.....	120
Students and staff, Horticulture Dept., Virginia Polytechnic Institute, Blacksburg, Va.....	50
High school vocational agriculture students, Elba High School, Elba, N. Y.....	25
Horticultural staff, Iowa State College, Ames, Iowa.....	10
Vocational agricultural students, Tracy (Cal.) Union High School.....	102

'Three Squares' Showing

"The Three Squares," canning industry motion picture project under the N.C.A. Consumer and Trade Relations Program, was shown on October 9 to an audience of 55 at the Cape May (N. J.) Kiwanis Club meeting. Arrangements for this showing were made by H. W. Baltinger, assistant sales manager of The P. J. Ritter Company.

The American Weekly

Each of the four recipes in food editor Amy Alden's article in the November 10 issue of *The American Weekly* magazine features one or more canned foods. The article is entitled "New Ideas for Lunch or Supper."

Miss Alden describes the recipes as "tasty ways to please your family and guests." Deviled eggs de luxe use canned tomato sauce and anchovy fillets; beef turnovers use tomato sauce; cheese and corn casserole uses canned luncheon meat, whole kernel corn, tomato sauce and pimientos; and almond risotto contains canned chicken broth and tomato sauce.

The American Weekly is the popular Sunday magazine distributed with 32 leading newspapers and has a circulation of over 10 million.

Parade

To appear in the November 17 issue of the popular Sunday magazine, *Parade*, is food editor Beth Merriman's article "Thanksgiving Dinner in 30 Minutes." The turkey stuffing, the relishes, vegetables and dessert, all feature canned foods.

Miss Merriman begins: "Except for the turkey, you can prepare this Thanksgiving dinner in half an hour—and be proud of every dish." The menu, a time schedule for preparation, and the recipes are given.

Mushroom stuffing for the turkey uses canned mushrooms. The relishes include canned cranberry sauce, ripe olives and corn relish. For vegetables, Miss Merriman suggests orange-glazed sweet potatoes using canned sweet potatoes and peas and onions in cream

using canned peas and onions. The dessert is canned plum pudding with brandied ice cream sauce.

An attractive photograph of the Thanksgiving table, showing the foods, illustrates the article.

Seventeen

A 32-page food section in the October *Seventeen* magazine is entitled "Miracle In The Kitchen." Many canned foods are used in recipes and suggestions and in the photographs and sketches that illustrate the various articles.

One article, "Miracle Meals: Made in Minutes," says: "No need to wait for the miracle kitchen of tomorrow when today's miracle foods mastermind your cooking for you!" A quickly prepared breakfast includes canned fruit juices. The author states that for lunch countless canned foods are available. "Heat up a bowl of soup for a quick start. Open a can of tuna (sardines or chicken) for sandwiches. For dessert: an endless variety of fruits—pineapple alone is canned in five different styles!"

Another article, "From Pantry to Party," begins: "With a pantry full of convenience foods and a few easy recipes you can whip up a punch or party casserole at a moment's notice." The recipes use canned pineapple-grapefruit drink, cranberry sauce, pineapple, chopped ham, peas with onion, and tomato puree.

"To pull a marvelous dinner or snack right out of your hat, start with a modern miracle food," says the article entitled "Chef's Tricks." Included in the seven recipes are canned applesauce, cranberry sauce, onions, pineapple, beans, cocktail franks, and tuna.

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